



CITY COUNCIL AGENDA REPORT

MEETING DATE: JULY 5, 2006

ITEM NUMBER:

SUBJECT: URBAN MASTER PLAN SCREENING REQUEST FOR THE FOLLOWING:

- (1) UMP-06-02 FOR 709 RANDOLPH
- (2) UMP-06-03 FOR 765 SAINT CLAIR ST.
- (3) UMP-06-04 FOR 763-769 BAKER ST., 2972 CENTURY PL., 2991 RANDOLPH AVE.

DATE: JUNE 21, 2006

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: CLAIRE L. FLYNN, AICP, SENIOR PLANNER

**FOR FURTHER INFORMATION CONTACT: CLAIRE L. FLYNN, AICP, SENIOR PLANNER
(714) 754-5278**

RECOMMENDATION

Provide comments on three urban master plan screening requests from Shaheen Sadeghi of The CAMP/The LAB within the SoBECA Urban Plan area:

- (1) *709 Randolph Avenue - Mixed-use development*
- (2) *765 Saint Clair Street - Artist studios and live/work lofts*
- (3) *763-769 Baker St., 2972 Century Pl., 2991 Randolph Avenue –
Mixed-use development*

BACKGROUND

On April 4, 2006, City Council adopted the South Bristol Entertainment and Cultural Arts (SoBECA) Urban Plan to allow new mixed-use development, including live/work lofts, in the Bristol Street corridor area. The 39-acre area is located south of Baker Street, east of the SR-73 Freeway, and north of the intersection of the SR-73/SR-55 Freeways. The SoBECA Urban Plan provides development incentives to property owners and developers for revitalization of the SoBECA. An initial study/mitigated negative declaration for the SoBECA Urban Plan was also adopted and circulated through the State Clearinghouse.

ANALYSIS

Purpose of Urban Plan Screening

The adoption of the SoBECA Urban Plan does not permit mixed-use development by right. Title 13, Section 13-28(g), of the Costa Mesa Municipal Code requires that the development concept of proposed residential and mixed-use projects in the mixed-use overlay district be first prescreened by City Council.

The purpose of the “urban master plan screening” process is to allow Council to express comments at a public meeting on a specific development concept. Other than providing positive or negative feedback on the proposal, no formal action on the screening application will be taken by City Council. Furthermore, given that the mixed-use overlay district is a newly created zoning in Costa Mesa, the screening process allows City Council to be involved in the review process before final action on the Master Plan is taken by Planning Commission.

Development Concept - Summary Sheet

A one-page, project summary sheet is attached for each of the three screening requests. This summary sheet provides the following information:

- Zoning Map/Aerial Photograph/Site Photographs
- Development Concept, Land Use and Traffic Evaluation
- Conformance with SoBECA Urban Plan objectives
- Discussion of Deviation from Mixed-Use Development Standards

The following mixed-use development criteria provide guidance in reviewing these proposals:

1. Project objective - Project promotes a new type of urban housing that would be target-marketed to people seeking alternative housing choices.
2. Architecture - Architectural style and scale reflects the urban character of the surrounding industrial/commercial context.
3. Building Envelope - Proposed building envelope appears to be within the overall framework of the Urban Plan.
4. Location - Project site may be appropriate for the proposed development concept.

Planning Process after Council Screening

A master plan and environmental document must be approved for each development proposal. The applicant may wish to take this opportunity to highlight aspects of his proposal. In addition, the applicant is encouraged to take the Council comments into consideration prior to submitting a mixed-use master plan to the Planning Commission as the final review authority.

Traffic Analysis Required

A detailed traffic analysis with the project-specific environmental review is required at the time of project submittal.

In consultation with the Transportation Services Manager, the traffic analysis for each development project would generally include, where applicable, the following information:

- Pedestrian and vehicle circulation plan.
- Analysis of any increased traffic in relation to existing and projected traffic levels.
- Comparison of directional trip characteristics for mixed-use development versus commercial or industrial uses.

ALTERNATIVES CONSIDERED

The alternatives discussion is not applicable. In contrast to the screening process for General Plan amendments, formal City Council action related to acceptance or denial of the application is not required for an urban master plan screening request.

FISCAL REVIEW

Fiscal review is not required for this item.

LEGAL REVIEW

Legal review is not required for this item.

CONCLUSION

The Zoning Code requires that mixed-use development in an overlay district be prescreened by City Council. Other than providing positive or negative feedback on the proposal, City Council will not be taking any formal action on the screening application. Given that the mixed-use overlay district is a newly created zoning in Costa Mesa, the screening process allows City Council to be involved in the review process before final action on the Mixed-Use Master Plan is taken by Planning Commission.

The Council's general comments do not set precedent for approval nor constitute the approval of the development project. In addition, the applicant may expect the Planning Commission to have other comments/concerns on a proposed development concept that may have not been necessarily raised by City Council. The screening process allows the applicant to consider Council's comments and accordingly research/develop the development concept based on their feedback.



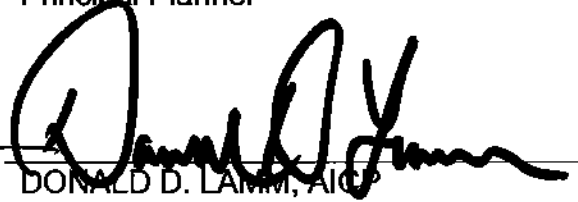
CLAIRE L. FLYNN, AICP
Senior Planner



KIMBERLY BRANDT, AICP
Principal Planner



R. MICHAEL ROBINSON, AICP
Asst. Development Services Director



DONALD D. LAMM, AICP
Deputy City Mgr. – Dev. Svs. Director

- Attachments:
1. **709 Randolph Avenue:**
(Summary Sheet, Site Photos, Sample Architecture, Applicant Letter)
 2. **765 Saint Clair Street:**
(Summary Sheet, Site Photos, Sample Architecture, Applicant Letter)
 3. **763-769 Baker St., 2972 Century Pl., 2991 Randolph Avenue:**
(Summary Sheet, Site Photos, Sample Architecture, Applicant Letter)

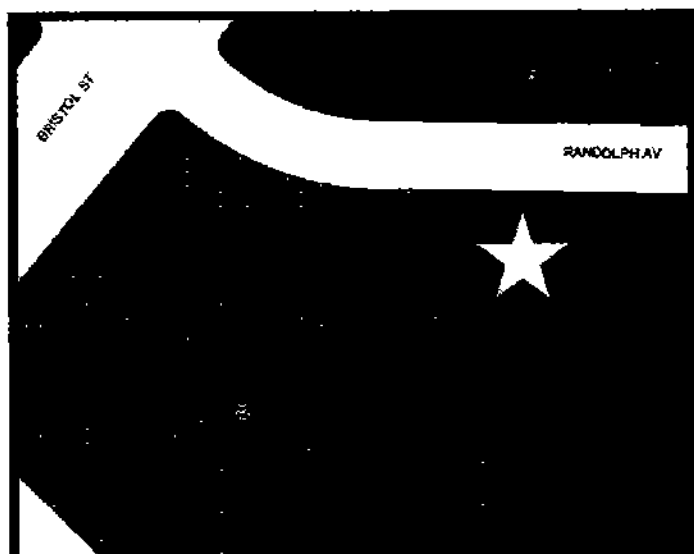
cc: City Manager
City Attorney
Bill Morris, Public Services Director
Peter Naghavi, Transportation Svs. Mgr.
Kimberly Brandt, Principal Planner
Raja Sethuraman, Associate Engineer
City Clerk
Staff (4)
File (2)

Shaheen Sadeghi
709 Randolph Avenue
Costa Mesa, CA 92626

Chris Bennett
709 Randolph Avenue
Costa Mesa, CA 92626

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| File: 070506UMP06020304 | Date: 062106 | Time: 9:30 a.m. |
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UMP-06-02: LIVE/WORK LOFTS AT 709 RANDOLPH IN SOBECA URBAN PLAN



DEVELOPMENT CONCEPT

The conceptual project involves the demolition of the existing commercial office building and construction of a mixed-use development with retail frontage on Randolph Avenue. A linkage to the promenade of boutiques at The LAB is envisioned. Two to three stories of high-end residential loft space are planned. An alternative plan may involve live/work lofts on the upper floors and industrial studio spaces (instead of straight retail spaces) on the ground floor. Project specific details are yet to be determined.

EXISTING LAND USE CONTEXT

The 0.23 acre site (10,123 sq.ft.) has a General Commercial designation and C2 zoning. The site is located just south of The LAB and in proximity to other commercial uses to the east and west. The "SoBECA Building" at 709 Randolph serves as a Pilates fitness studio and corporate offices for The CAMP/LAB.

TRAFFIC EVALUATION

Intensity refers to the magnitude of vehicle traffic activity generated by mixed-use development. Successful mixed-use development requires a critical balance of building area (density) and vehicle traffic (intensity). Given the conceptual stage, specific residential densities and commercial FARs have yet to be determined. However, it is the applicant's intent to remain within the development capacity of the General Plan and implement any necessary mitigation measures to minimize significant traffic impacts. A detailed traffic analysis with the project-specific environmental review is required at the time of project submittal.

CONFORMANCE WITH SOBECA URBAN PLAN

As reviewed by staff, the following mixed-use development criteria provide guidance in screening development proposals:

1. Project meets objectives of SoBECA Urban Plan - Project promotes a new type of urban housing that would be target-marketed to people seeking alternative housing choices. The target market may be comprised of artists, designers, craftspeople, and other professionals who are interested in maintaining business and living spaces in an integrated unit.
2. Modern architecture appears compatible with Plan area - The architectural direction involves modern architecture with textured surfaces and natural building materials. The spaces will have high ceilings and open volumes with large sliding glass doors. Steel, glass, and concrete materials may also be used.
3. Building envelope is within Urban Plan guidelines - The applicant proposes to be within the maximum 1.0 - 1.25 FAR building envelope allowed by the Urban Plan. An increase to above 1.0 FAR to 1.25 FAR may be allowed for exceptionally designed projects.
4. Project location is appropriate for proposed land use - A mixed-use development on this commercially-zoned site is considered compatible with existing surrounding commercial uses.

DEVIATION FROM DEVELOPMENT STANDARDS

The development proposal is still conceptual, and deviations from the mixed-use development standards have not been identified at this time. Deviations from these standards may be approved through the master plan process provided that specific findings related to project excellence be made. Furthermore, a list of allowable uses in the live/work units and proposed parking will be provided with the final master plan.

CORPORATE OFFICE
709 Randolph Avenue
Costa Mesa, CA 92626
TEL 714 966 6661
FAX 714 966 1177

THE LAB
www.thelab.com

the lab
www.thelab.com

RECEIVED
CITY OF COSTA MESA
DEVELOPMENT SERVICES DEPARTMENT

MAY - 8 2006



April 25, 2006

Council Members
City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92626

Re: Proposed SoBeCa project- 709 Randolph

Dear Council Member,

We are submitting this proposal for your pre screening approval. The proposed project is located at 709 Randolph Ave. The property is adjacent to the Lab and currently houses our corporate offices. This building was the nexus for us initially approaching the City planning department for change of use. As you know, this mushroomed into the SoBeCa mixed use overlay zone. Attached is the initial photo concept that we came to the counter with over 3 years ago.

We are excited that the city considered taking a neighborhood wide look at what could occur here and look forward to being an instrumental part in making this vision come to fruition.

For your consideration, we are proposing the following:

- Retail frontage onto Randolph Ave. (See photos of existing street frontage). We would like to open this up to the street to help activate Randolph. As both sides of this street develop, we see this becoming an extension of the promenade of boutiques that are currently at the Lab. While this connection will be in a future phase, the street treatment of 709 Randolph will be built with this future vision in mind.

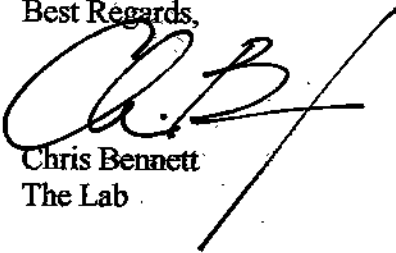
- 2-3 floors of residential loft space above this retail. We are proposing high end open loft spaces here. The architecture will be similar to the photo we initially brought in for this project (see attached). The vision is unique modern architecture built with natural materials. The spaces will have high ceilings open volumes with large sliding glass doors to capture breezes and bring light into the space.
- The program for the site is 5+ residential units with the first floor being dedicated to either straight retail or the work studio component of a live work space. We will fine tune the program statistics based on traffic model and other studies that are pending. Our current plan and program falls within the development standards put forward in the SoBeCa Mixed Use Overlay Plan.
- The Project will also have a number of non-traditional amenities (both common spaces as well as services) to set this project apart from standard residential product.

Thank you for your review of our plan. Attached are the following documents/images:

- Property location plan
- Existing site plan
- Photo of initial architectural concept presented to planning department
- Additional images portraying architectural direction for the project.

We look forward to moving forward with this project. Please call us if there are any particular questions we can answer.

Best Regards,



Chris Bennett
The Lab

